

Seminar on How to Maximize Your Marketing ROI in a New Digital Age



Advancing Management Excellence

With the emergence of new technologies, digital marketing is becoming more pervasive in communicating with customers in a personalized and real-time mode. Nonetheless, traditional media is still an important means of communication to consumers. In such a complex and dynamic landscape, how can marketers deliver the right message to the right market at the right time through the right channel at **THE MOST COST EFFECTIVELY WAY?**

Moderators:

HARBOUR CITY
海港城

MS KAREN TAM
Assistant General Manager -
Promotions and Marketing

CMRS
digital solutions limited

MR MARK CHAN
Management Partner

Guest Speakers:

UBER

MR HAROLD LI
Head of Communications,
North Asia

phd

MR RAY WONG
CEO

Ocean's Park
Hong Kong

MR PERRY CHUNG
Marketing Director

Date: Wednesday, 2 November 2016
Venue: S226 – S227 (Level 2), Old Wing, The Hong Kong Convention and Exhibition Centre
Language: Cantonese (Supplemented with English)
Fee: \$420 (HKMA Members) \$580 (Non-HKMA members)
Discount offered for companies with 3 or more participants joining the seminar:
\$320 (HKMA Members) \$420 (Non-HKMA Members)

| | |
|---------|--|
| 1:30 pm | Registration (\$223) |
| 1:45 pm | Seminar on How to Maximize Your Marketing ROI in a New Digital Age |
| 3:15 pm | <p>Plenary Session 2: Business Innovation, New Markets, New Products / Services, New Perspectives</p> <p><u>Session Chairman:</u> Mr Stephen Leung, Country Manager, Pfizer Corporation Hong Kong Limited</p> <p><u>Session Speakers:</u> Mr Antony Leung, Group Chairman and CEO, Nan Fung Group Dr David Chung EngD JP, Under Secretary for Innovation and Technology, HKSAR Government Mr Wong Chun Tat, Director & General Manager, Hong Thai Travel Services Limited Mr Emmanuel Vivant, Managing Director, Hong Kong Tramways, Limited Mr Duncan Chiu, Chairman, Lai Yuen Amusement Park Limited</p> |
| 5:30 pm | End of Programme |

To: The Hong Kong Management Association
16/F Tower B, Southmark,
11 Yip Hing Street, Wong Chuk Hang, Hong Kong

(MMP-ADM-2016-O-NL)

Enquiry: Ms Astred Chan Tel: 2774 8529 E-mail: astredchan@hkma.org.hk
Registration: Ms Sindy Siu Tel: 2774 8515 E-mail: sindysiu@hkma.org.hk
Ms Grace Sit Tel: 2774 8583 E-mail: gracesit@hkma.org.hk
Fax: 2365 1000

| | |
|---------------|---|
| Date: | Wednesday, 2 November 2016 |
| Time: | 1:45 pm – 5:30 pm (Registration will start at 1:30 pm at S223) |
| Venue: | S226 – S227 (Level 2), Old Wing, The Hong Kong Convention and Exhibition Centre, Wanchai, HK |
| Fee: | HKMA Members: \$420 / Non-members: \$580 Discount offered for companies with 3 or more participants: HKMA Members: \$320 / Non-members: \$420 |

Spaces are limited, reservation will be on a first-come-first-served basis! Interested parties are requested to send the application form to the Secretariat together with the exact fees on or before **Monday, 31 October 2016**. Confirmation e-mail will be sent to successful applicant.

(Please fill in the following in BLOCK LETTERS)

Please put a tick in if appropriate.

Name _____ HKMA Membership No. : _____ (If applicable)

Company : _____

Company Address : _____

Current Position : _____ Tel. : _____

E-mail : _____ Fax : _____

Sponsorship : Self-sponsored Company-sponsored

Cheque No. : _____ Amount : HK\$ _____ (If applicable)

(Please make crossed cheque payable to "The Hong Kong Management Association", and return it to 16/F Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, HONG KONG)

Declaration

We/I authorize The Hong Kong Management Association (HKMA) to use the above data to keep us/me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

I consent. I do not consent.

Signature : _____ Date : _____

(Deadline: Monday, 31 October 2016)

Please photocopy for more registration forms if necessary.

No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the seminar.

We/I shall comply with HKMA Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. We/I declare that the data given in support of this registration are, to the best of my knowledge, true, accurate and complete. We/I understand that the data will be used in the registration process and that any misrepresentation, omission or misleading information given may disqualify my registration.

We/I understand that, upon our/my registration, the data will become part of the HKMA record and may be used and processed for all lawful purposes relating to the academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).

We/I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

The event will be cancelled if Typhoon Warning Signal No. 8, 9, 10 or Black Rainstorm Warning Signal is in force within two hours prior to the event. The event may proceed if the said signals are cancelled two hours before the registration time of the seminar. However, this is subject to the final decision of the Association.